

Ready New York's

All Together NowSM



Neighbors Helping Neighbors Create A Resilient New York City

WHAT NEW YORKERS ARE SAYING ABOUT ALL TOGETHER NOW

“I found the program exceptional and incredibly important. It provided structured detail on how to prepare for a series of potential situations. It was simple and did not make a stressful process overwhelming. The support and communication with my team was extremely helpful. I am so over-committed in my life, if I can do this anybody can.”

– Claresa Fisher

“I was impressed with the organized layout of the materials. The individual actions were terrific. Each one was easy to do and the step-by-step outline was very user-friendly. The presentation allowed me to calm down about the ‘what ifs.’ My favorite part was the meetings. I got a lot of ideas and felt very supported by the group.”

– Deborah Queller

“Carrying out the actions allowed me to experience what an emergency situation might be like. The team was useful in its ability to explore ideas and suggestions within a small group of people.”

– Pearl Zinner

“It was exciting to have an opportunity to learn more about how we can help ourselves and our neighbors in the event of a blackout, terrorist attack or natural disaster.”

– Vivian Peevers

The Art of Personal and Shared Resilience



Within one hour of the August 2003 blackout, food, water and batteries were sold out in many NYC neighborhoods. A number of stores could not sell these items at all because their cash registers did not work. What if this energy disruption had lasted several days, a week, or longer? Would you and your family have been prepared?

Taking reasonable steps to protect you and your family against the risks associated with an emergency, whether an energy blackout, terrorist attack, or natural disaster,

makes sense, just like having an insurance policy.

Although most New Yorkers understand these risks, according to a Red Cross survey, they have done little or nothing to prepare. Why? There are two basic reasons. We don't know what to do. We don't know how to organize ourselves to do it.

As part of its *Ready New York* campaign, the NYC Office of Emergency Management (OEM) has partnered with Empowerment Institute to develop *All Together Now*, a household emergency preparedness program.

The program has been successfully piloted in several NYC buildings. New Yorkers participating in the pilot took an average of 11 preparedness actions and rated the program 4.4 on a scale of 1 to 5. The next stage of program implementation is a citywide demonstration project throughout 2005. Currently 41 building and blocks are participating from all five boroughs.

MAJOR PROGRAM BENEFITS OF ALL TOGETHER NOW

1. More individuals city-wide are prepared for emergencies.
2. Fear, anxiety and possible injuries that accompany disasters can be reduced. Psychological security is enhanced.
3. Dependency on first responders is reduced, allowing emergency personnel to be deployed where most critical and, strengthening the City's overall resiliency.
4. Participants get to know their neighbors, which lays the groundwork for other community activities.



All Together Now workbook (Team Program)

Becoming Resilient



Becoming Resilient (Single Household Program)

PROGRAM OVERVIEW

The purpose of the *All Together Now* program is to empower NYC residents to take the practical actions necessary to be prepared for any emergency. The program can be carried out by a team of neighbors or by a single household. A component of *All Together Now* also provides special support for seniors and people with disabilities. The program reflects the belief that the best insurance is the group insurance we get from teamwork, because our neighbors' security is tied to our own.

TEAM PROGRAM

- Five to eight neighboring households create a team to provide motivation and support to carry out the preparedness actions. The team approach also helps participants establish relationships so beneficial for effectively coping with a crisis.
- Team members use a workbook of 31 preparedness actions divided into three sections: energy disruptions; natural disasters, emergencies, and terrorism; and building a resilient building or block.
- Self-directed guides provide instructions for leading the four bi-weekly program meetings.

SINGLE HOUSEHOLD PROGRAM

- An abridged version of the team program can be done by a single household in 30 days.
- The program has 15 emergency preparedness actions divided into two sections: energy disruptions; and natural disasters, emergencies, terrorism.
- Each section is completed over a two-week period supported by an action planning log.

NEIGHBOR TO NEIGHBOR PROGRAM

- This program provides emergency preparedness support for interested seniors and people with disabilities unable to participate on their own.
- Individuals who complete either the team or single household program are invited to volunteer and support people with special needs.
- Program participants and their support network are assisted by volunteers in implementing the single household program.

PROGRAM LEADERSHIP AND IMPLEMENTATION

Each building or block will have an emergency preparedness leader to facilitate the three programs. Preparedness leaders will participate in a learning community with visionary leaders committed to building and block resiliency.

- **Training:** Preparedness leaders will receive a one-day training with follow-up coaching on leading the three programs. This includes how to recruit building or block residents, lead and train others to form preparedness teams.
- **Responsibilities:** Preparedness leaders must commit 50 hours over 6 months or approximately two hours per week. Preparedness leaders are encouraged to recruit one or two deputies to share their responsibilities.

HOW TO GET INVOLVED

The next emergency preparedness leadership training is September 24th 2005. To find out more about how to participate in this training or to sponsor an information event for your organization, contact Eve Baer, Program Director at Empowerment Institute.

Phone: 866-821-8225. Email: ebaer@empowermentinstitute.net. For further information about the All together Now program, visit: www.empowermentinstitute.net/atn. For information on OEM's Ready New York Campaign, visit: nyc.gov/oem



DEMONSTRATION PHASE PARTICIPANTS

There are currently 41 building or blocks and 23 community organizations participating in the Demonstration Phase of the *All Together Now* Program.

BRONX: 8 BUILDINGS

Organizations

Bronx Arts Cultural Center
Concourse Village Co-op
Development
Davidson/Site 188 Resident
Association
N.Y.C.H.A. Clay Ave. Tenant
Association Inc.
Tinton Residence Project
Renewal

BROOKLYN: 9 BUILDINGS AND 2 BLOCKS

Organizations

Blessed Love Missionary
Services
Fort Greene Condominiums
Informed Voices
Miller Evangelical church
Sterling Place Troy Ave. Block
Association

MANHATTAN: 14 BUILDINGS AND 1 BLOCK

Organizations

77 West 55th Co-op
300 W. 23rd St. Co-op
A Magical Garden
Lincoln Amsterdam Housing
West 104th St. Block
Association

QUEENS: 3 BUILDINGS AND 2 BLOCKS

Organizations

139th St. Block Association
Booth Street Association
Ganesha Patasala
Hindu Temple Society of North
America

STATEN ISLAND: 1 BUILDING AND 2 BLOCKS

Organizations

North shore Staten Island CERT
St. George Civic Association
St. Phillips Baptist Church
William A Epps Community
Center, Inc

ABOUT THE ALL TOGETHER NOW PARTNERS

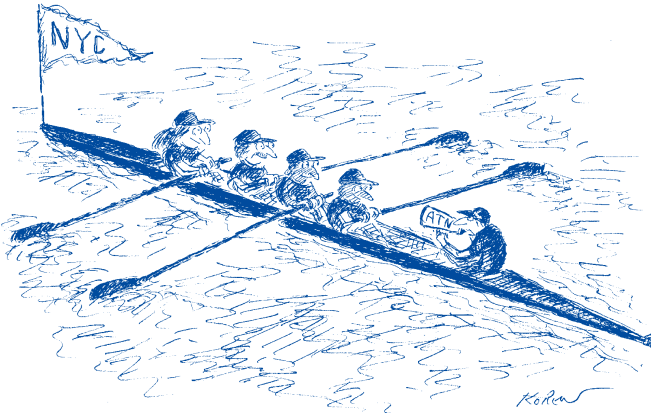
NYC Office of Emergency Management (OEM) oversees the City's emergency planning efforts to ensure the City is ready for any situation. OEM coordinates and supports the City's emergency response operations, collects and disseminates critical information, and educates New Yorkers about ways they can better prepare. For more information visit nyc.gov/oem.

Empowerment Institute are experts in behavior change and public participation programs. Its' programs have been used by many cities throughout the US and Europe to achieve significant, measurable and sustained behavior change. Its' *All Together Now* program, originally developed for the Federal Emergency Management Agency, has been adapted for NYC. For more information visit www.empowermentinstitute.net.

To register for the September 24th leadership training, please fill out the information below and return it to Eve Baer at Empowerment Institute. Fax: 845-657-7786, E-Mail: ebaer@empowermentinstitute.net, Mail: Empowerment Institute, P O Box 428, Woodstock, NY, 12498.

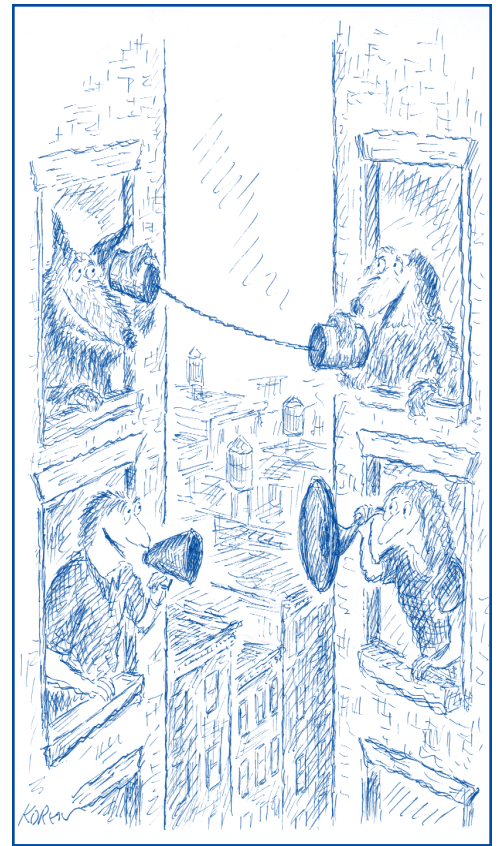
Name: _____
Address: _____ City: _____ Zip: _____
Organization: _____
Phone: _____ E-mail: _____
Information Session Attending: _____

For further information contact Eve Baer at (866) 821-8225, ext 18. If you need accommodations for a disability, please specify this when submitting your registration. Make your request as early as possible allowing at least five days advance notice.



Empowerment
INSTITUTE

READY
NEW YORK
NYC OFFICE OF EMERGENCY MANAGEMENT



WHAT NEW YORKERS ARE SAYING ABOUT ALL TOGETHER NOW

"I thought about taking emergency preparedness actions for years, but this program got me to do what I knew I should be doing. It also improved my relations with my neighbors. The program was fun to read, good drawings and nicely laid out."

– Alan Leidner

"I am very happy that this important program was brought to the residents of my building. I feel it's been really helpful and something everyone should do to avoid panic in case of an emergency."

– Patricia Ryan

"I learned how to survive in a disaster or emergency and have a clear head. Working together and learning from other team-mates' helpful suggestions was a great part of the program."

– Rebecca Gordon